IN THE CLAIMS:

Claims 1-18 (canceled)

19. (Previously Presented) A portable cell phone, comprising:

a power circuit that provides a network adjusted transmit power level as a function of a position to a communications tower; and

a proximity regulation system, including:

a location sensing subsystem that determines a location of said portable cell phone proximate a user; and

a power governing subsystem, coupled to said location sensing subsystem, that determines a proximity transmit power level of said portable cell phone based on said location and determines a transmit power level for said portable cell phone based on said network adjusted transmit power level and said proximity transmit power level.

20. (Previously Presented) The portable cell phone as recited in Claim 19 wherein said location sensing subsystem determines said location with respect to a portion of a body of said user.

21. (Original) The portable cell phone as recited in Claim 19 wherein said proximity transmit power level is limited to a predetermined maximum level.

22. (Original) The portable cell phone as recited in Claim 19 wherein said proximity transmit power level is maximum when said portable cell phone is operating in a headset operation mode or data transfer operation mode.

23. (Original) The portable cell phone as recited in Claim 19 wherein said portable cell phone is located on a belt-clip of said user.

24. (Original) The portable cell phone as recited in Claim 19 wherein said location sensing subsystem or said power governing subsystem is embodied in an integrated circuit.

25. (Previously Presented) The portable cell phone as recited in Claim 19 wherein said proximity transmit power level is reduced to one level when said location is within a vicinity of a user's head and reduced to a second level when said location is within a vicinity of a user's midsection.

26. (Original) The portable cell phone as recited in Claim 19 wherein said location sensing subsystem determines said location by employing a sensor selected from the group consisting of:

a designated sensor,

a contact sensor,

a belt clip sensor, and

a cradle sensor.

27. (Original) The portable cell phone as recited in Claim 19 wherein said location sensing subsystem determines said location by ascertaining a mode of operation of said portable cell phone.